Listing of the Claims

1 -18. (Cancelled)

19. (Currently amended) A computer-implemented method of returning customized information from a database in response to requests about a specific tangible object having attributes, the method comprising:

receiving at a computer a first request from a first venue for information on the specific tangible object in inventory;

reading a representation of the tangible object from the database, the representation including attributes of the tangible object;

applying a first rule associated with the first venue to the representation of the tangible object to generate a first view of the specific tangible object, the first view including only attributes in compliance with the first rule;

returning the first view to the first venue;

receiving at the computer a second request from a second venue for information on the specific tangible object;

applying a second rule associated with the second venue to the representation of the tangible object to generate a second view of the specific tangible object, the second view including only attributes in compliance with the second rule, and wherein the second view differs from the first view in that at least one attribute in the second view is not in the first view; and

returning the second view to the second venue.

2

20. (Currently amended) The method of claim 19, further comprising:

receiving at the computer attributes corresponding to the specific tangible object;

and

storing attributes corresponding to the specific tangible object in [[a]] the

database.

21. (Previously presented) The method of claim 19, wherein the specific

tangible object is an automobile.

22. (Previously presented) The method of claim 19, wherein the venues are

websites accessible by users at remote locations.

23. (Currently amended) The method of claim 19, wherein one of the attributes

is an identifier and wherein the method further comprises:

receiving at the computer a third request from a third venue for information on

tangible objects in inventory; and

applying a third rule associated with the third venue to generate a third view, the

third rule excluding from the third view the specific tangible object and all corresponding

attributes based on the identifier.

24. (Previously presented) The method of claim 19, wherein one of the

attributes includes first and second values,

wherein the first view includes the first value and excludes the second value in compliance with the first rule; and

wherein the second view includes the second value and excludes the first value in compliance with the second rule.

25. (Currently amended) A <u>computer-implemented</u> method of returning <u>customized</u> information <u>from a database</u> in response to requests about a specific tangible object having attributes, the method comprising:

storing a first attribute having first and second values in a database, the first attribute corresponding to the specific tangible object;

receiving <u>at a computer</u> a first request from a first venue for information on the specific tangible object in inventory;

applying a first rule associated with the first venue <u>to a representation of the tangible object and associated attributes stored in the database stored on a computer readable storage medium</u> to generate a first view of the specific tangible object, the first view comprising the first attribute and including the first value and excluding the second value in compliance with the first rule;

returning the first view to the first venue;

receiving a second request from a second venue for information on the specific tangible object;

applying a second rule associated with the second venue <u>to a representation of the tangible object and associated attributes stored in the database on the computer readable medium</u> to generate a second view of the specific tangible object, the second view comprising the first attribute and including the second value, different from the first value, and excluding the first value in compliance with the second rule; and

returning the second view to the second venue.

26. (Currently amended) The method of claim 25, further comprising:

5

receiving <u>at the computer</u> attributes corresponding to the specific tangible object;

and

storing attributes corresponding to the specific tangible object in [[a]] <u>the</u>

database.

27. (Previously presented) The method of claim 25, wherein the specific

tangible object is an automobile.

28. (Previously presented) The method of claim 25, wherein the venues are

websites accessible by users at remote locations.

29. (Currently amended) The method of claim 25, wherein one of the attributes

is an identifier and wherein the method further comprises:

receiving <u>at the computer</u> a third request from a third venue for information on

tangible objects in inventory; and

applying a third rule associated with the third venue to generate a third view, the

third rule excluding from the third view the specific tangible object and all corresponding

attributes based on the identifier.

30. (Currently amended) The method of claim 25, ~~further comprising:~~

~~applying the first rule to generate the first view of the specific tangible object,~~

<u>wherein</u> the first view includ<u>es</u>[[ing]] a second attribute in compliance with the first rule;

and

~~applying the second rule to generate the second view of the specific tangible object,~~ <u>wherein </u>the second view includ<u>es</u>[[ing]] a third attribute and exclud<u>es</u>[[ing]] the second attribute in compliance with the second rule.

31. (Previously presented) The method of claim 25, wherein the first attribute is a price of the specific tangible object and the first and second values are different monetary values.

32. (Currently amended) A computer-implemented method of returning customized information from a database in response to requests about specific tangible objects having attributes, the method comprising:

receiving at a computer a first request from a first venue for information on the specific tangible objects in inventory and comprising attributes, wherein each specific tangible object includes an attribute having an identifier;

applying a first rule associated with the first venue to a representation of the tangible object and associated attributes stored in the database stored on a computer readable storage medium to generate a first view of the objects, the first view including only those objects with identifiers that are in compliance with the first rule;

applying a second rule associated with the first venue to include in the first view only attributes of the objects in compliance with the second rule;

returning the first view to the first venue;

receiving at the computer a second request from a second venue for information on the objects;

applying a ~~second~~ third rule associated with the second venue to generate a second view of the objects, the second view including only those objects with identifiers that are in compliance with the ~~second~~ third rule such that the first view and second view include different objects;

applying a fourth rule associated with the second venue to include in the second view only attributes of the objects in compliance with the fourth rule, such that the second view differs from the first view in that at least one attribute in the second view is not in the first view; and

8

returning the second view to the second venue.

33. (Previously presented) The method of claim 32, further comprising:

receiving attributes corresponding to the specific tangible objects; and

storing attributes corresponding to the specific tangible objects in a database.

34. (Previously presented) The method of claim 32, wherein the specific

tangible objects are automobiles.

35. (Previously presented) The method of claim 32, wherein the venues are

websites accessible by users at remote locations.

36. (Cancelled)

37. (Currently amended) The method of claim 32, further comprising:

applying a ~~third~~ fifth rule associated with the first venue to include in the first

view only values of attributes of the objects in compliance with the ~~third~~ fifth rule; and

applying a ~~fourth~~ sixth rule associated with the second venue to include in the

second view only values of attributes of the objects in compliance with the ~~fourth~~ sixth

rule, such that the second view includes values different from the first view.

9